

Oven-Baked Taste, Straight From the Microwave

(NAPSA)—Any way you slice it, pizza has come a long way. Today considered the quintessential Italian-American food, this hot dish actually predates Roman culture.

In ancient times, people in the Middle East ate flat, unleavened bread that had been cooked in mud ovens. Later, Mediterranean cultures seasoned their bread—which resembled a pita—with olive oil and native spices. As pizza continued to evolve it included tomatoes and other sauces and toppings.

Today, what continues to keep pizza a favorite is the variety of toppings that can ride the waves of cheese and sauce. From Portobello mixed mushrooms to Jamaican jerk chicken that includes Applewood smoked bacon, spicy and sweet sauce and roasted red and yellow peppers and green onions, there are literally thousands of ways to crown the perfect pie.

Of course, when you've got a craving for pizza, the sooner you can bite down, the better. Helping to satisfy the need for speed is now a line of pizza that lets connoisseurs truly savor the flavor.

New DiGiorno® Microwave Rising Crust® Pizza rises and bakes golden brown in the microwave—delivering oven-baked taste in just minutes.

“Only 17 percent of frozen pizzas are made in the microwave,” said Jaya Kumar, vice president, marketing, Kraft Pizza Company. “So we've worked hard to perfect a specially formulated pizza that rises and bakes in the microwave



It's now possible to enjoy the taste of oven-baked pizza in mere minutes.

with the great taste of DiGiorno.”

Like the rest of the line, DiGiorno® Microwave Rising Crust Pizza is topped with delicious meats, crisp vegetables and luscious cheeses. And it is available in four popular varieties:

- Four Cheese: Asiago, Romano, Parmesan and Mozzarella cheeses
- Pepperoni
- Supreme: Pepperoni, Italian Sausage, Red and Green Peppers, Onions
- Three Meat: Pepperoni, Italian Sausage and Hamburger

“Thanks to our unique cooking tray and crisping ring, the crust bakes up crispy and golden brown on the outside yet tender on the inside,” adds Kumar. “For the first time, pizza lovers can enjoy a pizza with oven-baked taste straight from the microwave in just five minutes.”

The pizza is available in grocery store freezer cases. For more information, visit www.kraftfoods.com.